

HOME-OWNERS CLUBS

They Should Be Organized and Active in Every Community.

PATRONIZE HOME MERCHANTS

The Great Danger to Local Interests That Are Found in the Mail-Order Systems—Educate the Public.

(Copyrighted, 1906, by Alfred C. Clark)
Why should we trade at home? Why should we consider home in any way more than any other place unless it pays us financially? First, because it is our home. The pride we should take in the prosperity of our home town and our neighbors should be sufficient inducement to give them the preference. Second, because beyond all doubt or question, it pays from a money point.

The greatest menace to the country merchant to-day is the mail order business, and with the decline of the country merchant comes inevitable loss to the citizens of both town and country. What at first was considered a great convenience and an exhibition of commendable enterprise has grown to be one of the crying commercial evils. The success of the mail order house is the result of constant, extensive and intelligent advertising. It is not by persistent swindling as some tell us, for no business was ever built up in that way. The home merchant can do no better than to adopt the same method, the judicious use of printer's ink.

While the merchants are the heaviest immediate losers, and could do

quantities the community with what he has to sell and with the fact that people could obtain at home, where they could personally examine them and return them if defective in any way, goods at as low a price as any catalogue house can sell them, every man and woman is to blame who sends away for goods; and every one who fails to raise his voice in favor of home trade. The editor holds the most responsible position and should be the leader in this movement.

The remedy has been outlined in a general way. We will suggest the first steps. Let merchants buy at home—they cannot consistently ask others to trade with them when they do not patronize their brothers in trade. The editors should patronize home, and even at considerable personal sacrifice refuse foreign advertising for lines of goods in competition with the home merchant. The editor deserves more credit than he receives. Many a well-to-do farmer or city man would think himself perfectly justified in sending away for all his groceries and clothing if he thought he could save ten dollars thereby on a year's purchases, but most editors forfeit many times that much every year by refusing advertising from distant firms in the same lines of business as his home merchants; and sometimes the home merchant even then declines to advertise.

Trade-at-home clubs might be organized, with mottoes something like "Club," or "I Patronize the Home Merchants," or "I Buy Nothing from Mail Order Houses," for members to display. The acceptance and displaying of such a card might constitute a personal member.

Much of the trading away from home is due to thoughtlessness and ignorance of business principles. Many persons consider only the first

HAD TO LICK SOMEBODY.

Teacher's Announcement Not Comforting to Trustees.

By the laws of Maryland corporal punishment in the public schools of that state is forbidden. This prohibition was much condemned by certain of the teachers with old-fashioned ideas, especially by a teacher in one of the schools on the eastern shore some years ago. He was a strapping big fellow, and it was lucky for his pupils, who were rather a rough lot, that they were protected by the aforementioned law.

The teacher did the best he could, under the circumstances, but, moral suasion proving of little avail, he finally laid his case before the board of trustees.

"Gentlemen," said he, after a recital of his trials, "those boys must be licked."

"You can't do that," replied the chairman.

"Then you must assist me in controlling them."

"That, sir," observed the chairman, testily, "is what you are employed to do."

"In that case," continued the teacher, "you must allow me to lick them."

"Corporal punishment is against the law," insisted the chairman.

"Then, gentlemen," concluded the teacher, with considerable emphasis, "someone must be licked; and I want to say right here that the next time I have trouble with my boys I'm going to lick a trustee. As I have trouble about once a day, each one of you may expect, on the average, one licking per week. I reckon there's no law against that."

RIGHT IN THEORY ONLY.

Good Argument, but It Failed to Secure the Cigars.

In a Sixteenth street cigar store a young man put a nickel in a slot machine. It was one of those poker machines. He pressed the lever and in the "hand" that showed he had two queens. He looked on the card of explanation and saw one line that read: "Kings or better, two cigars." That was the lowest winning "hand."

"Well, I win two cigars," he said to the proprietor.

The latter looked at the machine. "Indeed you don't," he said. "You have only two queens."

"Well," said the young man, "look here. Doesn't this say 'Kings or better, two cigars?'"

"It does, but you have two queens."

"I was always taught," said the young man, "that the women were better than the men. So queens aren't better than kings, eh?"

The proprietor laughed, but he didn't hand over the cigars.—Denver Post.

Fat Man Was Disgusted.

The two men had been to hear Lieut. Peary's lecture on "Nearest the Pole," and were later discussing it over the beers, when there sidled from the far end of the bar a stout one with a polka dot vest and a horseshoe in the size of a saucer. He appeared interested and inquisitive.

"Did I understand one of you gents say that this here Peary got nearest the pole in the last dash?" he asked.

"You did," answered one of the pair.

"And you say he didn't win out after that?" again queried the fat man.

"Not by a hundred miles," was the reply.

"Wound up back o' the 'also rans' did he?" ejaculated the gaudy sport.

"Then his jockey must have pulled him, and ought to be ruled off the track. I always said 'twas these here phony jockeys what was ruining the pony game," and he turned in disgust to the latest dope sheet from New Orleans.—Washington Post.

Cat Its Own Avenger.

It is a common belief among Chinamen that if one commits any crime against certain animals—cats, for example—the soul of that animal will take possession of the wrong-doer until the offense has been purged. A servant girl, according to the oriental tale, unmindful of tradition, put to death a cat and its three kittens. She was taken violently ill. Her mistress, suspecting the cause from the fact that the maid was scratching and mewing, apostrophized the body of the dead cat, demanding to know why it thus tormented the girl. The spirit of the cat, speaking by way of the girl's mouth, denounced the quadruple murder. The whole story was told by the girl in the character of the cat. Then she expired in violent convulsions.

The Clever Street Arab.

Competition is sharpening the wits of the street arab. The other evening a lad of 15 or 16 stopped a passer-by with the not unfamiliar question: "Have you a match, please?" The passer-by was hurrying for a train, and so replied in the negative, though he carried a boxful. "Then buy some!" said the boy, with a triumphant grin, holding out a handful of penny boxes. The ruse succeeded, as no doubt it had done before, and he went away with twinkling eyes.—Manchester Guardian.

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"You never cared to go into politics?"
"No," answered Farmer Cornatossel. "It allus struck me that holdin' a government position was a good deal like farmin', anyhow. It's largely a matter of chance whether it turns out to be one of the easiest jobs on earth or one of the hardest."

The Real Power.

A 17-year-old boy at Worcester, Mass., has a lung capacity of 300 cubic inches. When he grows up and goes to congress he will perhaps learn that it is not the orator but the speaker who affects the course of national legislation.



Are you operating the tread mill to pour the wealth of your community into the bottomless hoppers of the mail-order house? Are you driving your local merchants out of business? If you are you are killing your town and your own interests.

much toward checking and correcting this growing evil, by liberal advertising and publishing prices, they should not be expected to do it all. Every newspaper should preach home trade, every teacher should instill it into his pupils in the school room, every minister should preach it from the pulpit. The debating societies and political conventions should discuss it. The interests of town and country and newspaper and church, and society generally, are so interwoven and so identical that whatever injures one will eventually injure all. When the merchants are compelled to bring on smaller stocks, and employ less help, and pay cheaper rent, they are not alone the sufferers; the whole community feels the loss. The price of real estate is largely dependent on its proximity to a good town. Rents are dependent on the amount of business. The merchant can move to some other town and establish himself again more readily than can the professional man and many others who have built up business through years of acquaintanceship and establishment of character. If the farmer, or property owner in town, want to sell out they are the greatest sufferers—they can't move their property to some place where people are booming their town and country by patronizing home.

The remedy lies in education and publicity. In many places that education will come through bitter experience, but, in other communities, where they are quicker to detect the approaching evil, and heed more readily the warnings of the press and friends of home, they may correct the evil more readily.

Wealth and power are corrupting influences and the mail order houses are probably not sending out as honest goods as they once did. They have learned the tricks of imitation and substitution and how easy it is to deceive the public. But, if the mail order man is honest, and his methods of advertising legitimate in every way, his success is of no interest to us and will never benefit our community in the slightest degree. If crops should fail or sickness render us short of money we could not expect him to trust us for a dollar—we must always look to the home merchant for credit in times of adversity.

Who is to blame? The mail order house? Not in the least. We alone are to blame. The near-sighted merchant who has lost trade by not ac-

Cimarron LUMBER CO.

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CIMARRON LUMBER Co. CIMARRON, N. M.

Bring in Your Samples

A. T. McIntyre, president of the Deep Tunnel Mining and Milling company of Elizabethtown, is collecting ore to place in cabinets to be placed in the depots at Raton. The following letter to the Prospector explains the matter quite fully:

Elizabethtown, N. M., February 14, 1907.

Red River Prospector, Red River, N. M.

Dear Sir: I am collecting mineral specimens from Elizabethtown and Red River, to be placed in cabinets, one at Santa Fe depot and one at the St. Louis, Rocky Mountain & Pacific depot in Raton, to advertise the Red River and Elizabethtown mining districts. If the miners of Red River will donate specimens, labeled, showing what property they are from, they will be placed in the cabinet just as they are labeled. Please bring or send them to A. T. McIntyre, and leave at the postoffice in Elizabethtown. Hoping the people will see the good of this and respond quickly, I am yours truly,

A. T. MINTYRE.

Any ore left at the News and Press office in Cimarron, or handed to Arthur O'Sullivan, will be forwarded to Mr. McIntyre.

Subscribe for the Cimarron News-Press. It will cost you just two dollars a year. Address the Cimarron Publishing Co., Cimarron, N. M.

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TO DAY....

Thousands of dollars are seeking investment in New Mexico where the assured rate of income is greater than in any other section of the country.

CIMARRON and VICINITY....

Is just now in the eyes of the public as the most promising field of New Mexico for investment. If you are seeking a home in a congenial clime, if you are looking for safe returns on investment, it will pay you to come and look over the situation. I can sell you town lots that will double your money in one year. Business men who are looking for a location will find at Cimarron conditions that will please them. Beautifully located, surrounded by inspiring scenery, with a large section of grazing and farming country as a clientage with new development in the mineral, coal and timber country constantly going on, the field is inviting. I have for sale a large rooming house and restaurant that is paying 30 per cent. on an investment of \$4,500. The buildings are new and occupy three lots. It will pay you to investigate.

F. A. HAIMBAUGH

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